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THE HOME of ASTERS

HERBERT A. FLEISHAUSER

McMinnville, Oregon

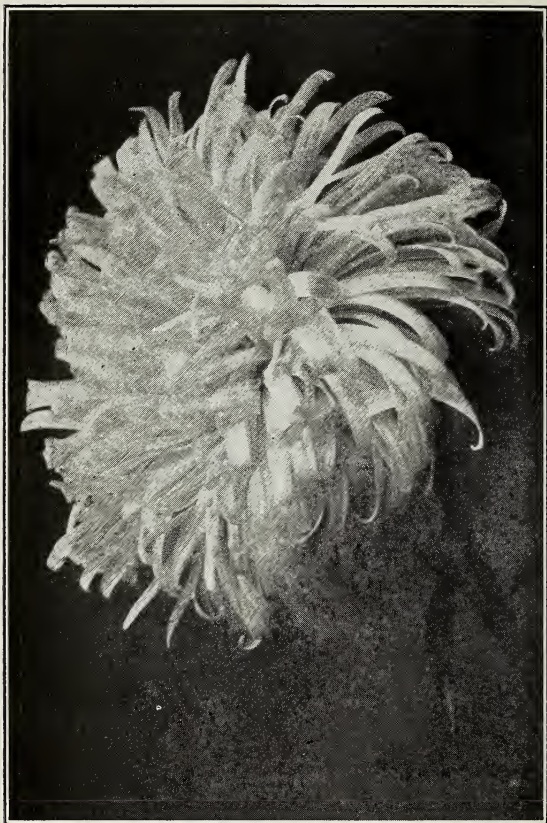
Aster Specialists



Founded 1901

GARDENS AND GREENHOUSES
IN FAIRBANKS





Pacific Beauty

THE HOME OF ASTERS

HERBERT & FLEISHAUER
Aster Specialists
McMINNVILLE, OREGON

Founded 1904

GARDENS AND GREENHOUSES
IN FAIRLAWN

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**REGULAR WHOLESALE LIST
OF**

**The H. & F. Quality
“Asterhome” Seed**

**Comprising
IMPROVED ASTERS
BOTH OLD AND NEW**

**Which Include
Distinctive Novelties
Of Our Own Introduction**

"Asterhome"

for Quality and Service

It is of course very easy for us to claim that the H. & F. Quality aster seed is superior to other seeds. But it remains with the professional gardener to prove such claims. We are therefore proud to acknowledge the receipt of many unsolicited letters of praise, of which a few extracts are printed below:

"Please send me a catalogue of your 1916 asters, named, I want to send for more seeds. Had great success this season." Philadelphia, Pa.

"The aster seed ordered from you last year were so satisfactory, that I am pleased to send you another order. My yard of asters were the admiration of all who saw them." Seattle, Wash.

"As I use my asters mostly for exhibition purposes and took a number of first prizes last year with your seed, will try again. Worcester, Mass.

"In answer to your letter will say that you have the finest asters ever raised, in fact they are too showy for our park because I could not prevent ladies from cutting them. The temptation was too much." Park Supt., Mansfield, Ohio.

"I enclose a photograph of my aster bed grown from the seeds you sent me last spring, it was the finest bed of asters I ever had." Montclair, N. J.

"Please send me your catalogue of aster seed. I have had success with your seeds in past seasons and expect to stick to you as long as your seed gives such splendid results." Roseburg, Oregon.

"Your asters beat everything else with us last year and I am anxious to put a good many in very early this year. Please let me have your price list by return mail." Pensacola, Fla.

"Enclosed find my check for \$4.50 in payment of your invoice. You certainly are there with the goods as far as asters are concerned—the finest I ever saw." Anaconda, Mont.

Names and complete address of any of the above will be furnished on request.

Introductory

The aster in its various forms is quite as indispensable in summer for cutting as is chrysanthemums in early autumn and winter. In our improved types of the aster there is certainly a striking resemblance to its splendor and for many reasons they could justly be entitled "The Chrysanthemum of Summer." For these improved forms surely defy in fantastic appearance as well as in size, many varieties of the "Queen of the Autumn."

Asterhome Seeds you will find are distinctive in quality; and while many growers doubt that there is a difference in the character of seeds, professional gardeners and expert growers recognize at once the unusual type of aster produced from our seed.

Our experience in growing this important summer annual for the florists of the Pacific Northwest has given us a wide acquaintance with the many types offered in the seed catalogues of today and their real value to the trade. In order that our list may not be confusing, we are offering only the best of variety or form of flower and feel certain that aster seed can be found in this book to cover every possible need of the professional grower as well as the florist who wants a few to run out and cut.

The purpose of this little catalogue is simply to illustrate and give plain descriptions of the asters of which we have seed to offer. It is mailed to all of last years customers and will be gladly sent to any address upon request. Many of our orders are received on account of recommendations of our customers, and we consider the users of our seeds as our best advertisements. Thanks for your generous patronage in the past and for your kind words and friendly criticisms. Remember it is our purpose to serve you right each year.

PRICES REASONABLE

It is true that we are not seeking a reputation for cheapness but rather place quality first. However we feel that our prices are as low as the best grade of aster seed can be sold and that no one can supply stock equal to ours for less money. **This list cancels all previous offers.**

SEEDS TRUE TO COLOR

When you purchase seed as to color you of course know that a percentage of such color can be expected to be untrue. As long as the fertilization of flowers can be conducted by bees, winds or birds, just so long must we expect these imperfections; yet it is our purpose to send out nothing but what we believe will produce satisfactory results under proper conditions. Only the seeds which have made good with us.

GERMINATION OF SEED

Seeds will not germinate in dry soil, or sown too deep. It is best to sow seed on freshly watered soil, in flats and cover lightly with clean sand or finely sifted loam; watering as often as needed by setting the flat in a pan of water making sure that the water does not rise above the surface of the soil. We supply nothing but absolutely fresh seed and see no reason for failure to germinate.

OUR GUARANTEE

We grow all the seed we sell and take every possible precaution to have all stock fresh, genuine and true to name and have every confidence in the seed. We can not however give any warranty as to results and can not be responsible beyond that of replacing the seed or refunding the price paid at the time of purchase but we do rely upon the intelligence of our patrons in realizing with us that no human power can control the life of a seed or the results therefrom.

Asterhome Seeds are genuine only if secured direct from us.

TERMS

It is desirable that you send cash with order and we urge you to order early, as late orders often cause disappointments. In the spring rush delays are liable. Some varieties will all be gone and very late orders sometimes have to be returned because of stock being sold out. This years stock will be ready to mail about January first. Prices quoted are net and subject to stock being unsold.

HERBERT & FLEISHAUER,
McMinnville, Oregon

The Most Popular Early and Medium Early Asters

QUEEN OF THE MARKET

A splendid strain of a well known standard early aster and desirable because it is early, as well as a profuse bloomer. The plants are somewhat compact but of a strong hardy growth and of a branching habit. A plant, well grown, will usually furnish from 15 to 20 good double flowers, borne on strong stems 10 to 16 inches long. Used quite extensively for growing under glass. Colors, white, light pink, purple and lavender. Ounce \$1.00, one-half ounce 50c, one-fourth ounce 30c.



Purity



Daybreak, Purity and Queen of the Market

DAYBREAK

Identical with Purity, being of the same regular habits, of growth but coming into bloom a little later. The flowers being of an exquisite shade of light pink tint instead of white. Ounce \$2.00, one-half ounce \$1.00, one-fourth ounce 55c, one-eighth ounce 30c.

VICK'S ROYAL

An excellent strain developed from Vick's Branching. Is without doubt one of the best general purpose early asters ever introduced. The stems start from the plant close to the ground. It is vigorous and very productive, yielding numerous large handsomely proportioned flowers on good long stems. Sown early inside and planted out with Queen of the Market, will follow that variety closely. Ounce \$2.50, one-half ounce \$1.25, one-fourth ounce 70c, one-eighth ounce 40c.

PURITY

A pure white aster of great beauty, distinctive in form. The plant is of the most symmetrical habit, usually attaining a height of about 18 to 20 inches and completely loaded with globe shaped double flowers, averaging 2 or 3 inches in diameter and very full to the center. Excellent for bedding and for pot plants, and much used by florists for designs. Ounce \$2.00, one-half ounce \$1.00, one-quarter ounce 55c, one eighth ounce 30c.

LAVENDER GEM

Is always full double and the most beautiful shade of lavender yet to be found among early asters of the Comet type. Flowers first present a delicate shade which deepens with age. Are borne on strong stems of good length. More popular every year. Ounce \$2.50, one-half ounce \$1.25, one-fourth ounce 70c, one-eighth ounce 40c.

The Leading Mid-Season Comet Asters

IMPROVED "ROCHESTER"

In size and beauty the Rochester is second to none. It is among the finest of the midseason asters. It comes into bloom about ten days ahead of Giant Crego. The petals are very long and narrow and so curled as to give the flower a most beautiful appearance. The robust growth of this aster makes possible its long vigorous stems, giving the plant an exceedingly graceful appearance with its immense feathery flowers. It is one of our best sellers. Colors, lavender, purple and a most exquisite shade of lavender pink. Ounce \$3.00, one-half ounce \$1.50, one-fourth ounce 80c, one-eighth ounce 45c.



One of the Fields at

HOHENZOLLERN

This strain produces magnificent large comet flowers borne on long stems. The plants are of a branching habit and very vigorous in growth. The petals are long and so curved as to give the flower a very attractive form. The colors we have to offer this year are white, rosy lilac and azure blue. Ounce \$2.00, one-half ounce \$1.00, one-fourth ounce 55c, one-



Home of Asters

eighth ounce 30c.

WHITE FLEECE

This beautiful white follows closely the other earlies and produces very large perfect flowers, formed into plummy globes of glistening white. Coming into flower a little ahead of the mid-season asters makes it all the more valuable for cutting Ounce \$2.00; one-half-ounce \$1.00; one-fourth ounce 55c; one-eighth ounce, 30c.

ASTERMUM

A select strain of the highly advertised aster recently placed on the market and now catalogued by most seed houses. The plants are upright in growth. This stock, while it is yet new, promises to be a valuable addition to the list of Comet asters. The large flat flowers are composed of a multitude of fine long petals, giving it a beautiful appearance. Ounce \$3.00, one-half ounce \$1.50, one-fourth ounce \$0c, one-eighth ounce 45c.

Unequaled Assortment of Superior Mid-Season to Late Asters **IMPROVED GIANT CREGO**

This is without doubt one of the best asters now in cultivation; and by our most careful and painstaking selection, it has reached a state of perfection hitherto unknown. The immense fluffy flowers are most beautifully formed, averaging five to six inches in diameter and very full to the center. The form of the flower together with the length of stem, places it at the head of asters for cutting. The plants are free blooming and vigorous, producing strong stems twenty to thirty inches long. The flowers when cut, keep longer in good condition than many asters of this type. In bloom from mid-August through September. Colors, white, shell pink, rose pink, lavender and purple. Ounce \$4.00, one-half ounce \$2.00, one-fourth ounce \$1.10, one-eighth ounce 60c.

PACIFIC BEAUTY

A new aster originating with us. Is a most beautiful form of flower. The petals are wide and long and so gracefully curled as to give it an unusually attractive appearance. The plants like the Giant Crego are of a vigorous growth, bearing a profusion of immense blooms measuring five to six inches in diameter. At present we can offer this splendid new production in the finest shade of rich lavender, now to be found in late asters of the Comet type. Other shades will be offered soon as sufficient seed can be produced to justify the sale of the same. In flower from mid-season to late. Ounce \$6.00, one-half ounce \$3.00, one-fourth ounce \$1.50, one-eighth ounce \$0c.

DREER'S SUPERB LATE BRANCHING

A careful selection of this well known stock which we have grown successfully for a number of years. The plants are of vigorous growth, two to two and one-half feet high, bearing large, beautiful lasting flowers averaging four to five inches in diameter. Its form along with the length of stem,

make this aster very valuable for cutting. Comes into bloom late and lasts until frost yielding a profusion of flowers of extraordinary quality. Colors white, shell pink, rose pink, lavender, azure blue, and purple. Ounce \$1.00, one-half ounce 50c, one fourth ounce 30c.

PEERLESS LATE BRANCHING

This excellent strain of late branching aster of American origin, has steadily improved under rigid culture so that it now fully meets the demand for this type of high class, quick selling commercial aster. The white and shell pink are selections from that remarkable strain of Smiths Peerless while the purple and rose pink have originated with us. The plants are of strong, sturdy habit of growth bearing their handsome chrysanthemum-like flowers on stiff stems measuring two to three feet in length. The blossoms average about five inches in diameter and the pretty curving of the petals make it a most artistic and finely finished flower. Colors, white, shell pink, rose pink, and purple. Ounce \$3.00, one-half ounce \$1.50, one-fourth ounce 80c, one-eighth ounce 45c.

GIANT CRIMSON

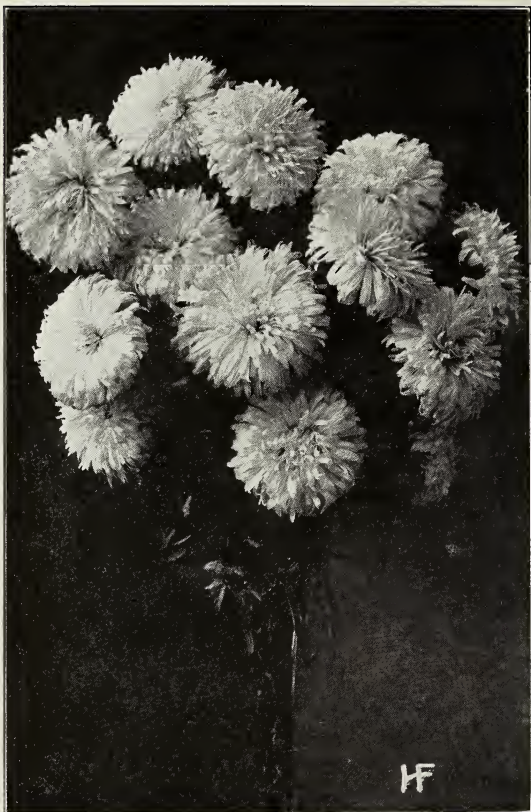
A new late aster with an individuality all its own. The color is a dark velvety crimson. The plants are of a branching habit but very upright in growth. Is a most excellent addition to the list for garden decoration as well as for cutting. Shows up well under any artificial light and presents a very attractive appearance for an unusually long period in the fall of the year. Ounce \$1.50, one-half ounce 75c, one-fourth ounce 40c, one-eighth ounce 25c.

HERCULES

This excellent aster is the product, after careful selection of seed shipped direct from Herr Groicke, the German aster specialist. Hercules is of very uniform growth. Flowers large and because of their regular development, makes a splendid subject for groups in the open. It being a true autumn variety, will be found ideal for lifting into pots before frost. The flowers are large as any aster grown and very full to the center. In white only. Ounce \$3.00, one-half ounce \$1.50, one-fourth ounce 80c, one-eighth ounce 45c.

TRIAL OFFER

For the benefit of customers desiring only a small quantity of seed for trial we offer seed of any variety herein listed in packets at 25c each; five packets \$1.00, twelve packets \$2.00 or fifteen packets your own selection for only \$2.50.



Vase of Crego Asters

Aster Plants

Supplied in Season

For the benefit of those who would like strong plants grown from choice seed, we would suggest that you place an order two or three weeks before planting time, which may occur any time between April 1, and June 1, depending on variety season and location.

Plants will be supplied in two grades. Those

direct from the seed bed and plants that have been moved into boxes or benches. The transplanted stock is much stronger with ample root system to make them well worth the additional price charged.

PRICE OF ASTER PLANTS

Transplanted Stock:—

Per dozen by mail, post paid\$0.35

Per 100 by express, charges collect 1.50

Per 1000 by express, charges collect10.00

Plants from seed bed:---

Per dozen by mail post paid\$0.25

Per 100 by mail or express chgs collect.... 0.75

Per 1000 by express, charges collect 6.00

The price per dozen includes postage as far as the fourth zone while at the price per 100 or 1,000 the plants will be sent by express unless sufficient money is sent to cover postage as per the following Parcel Post Rates:

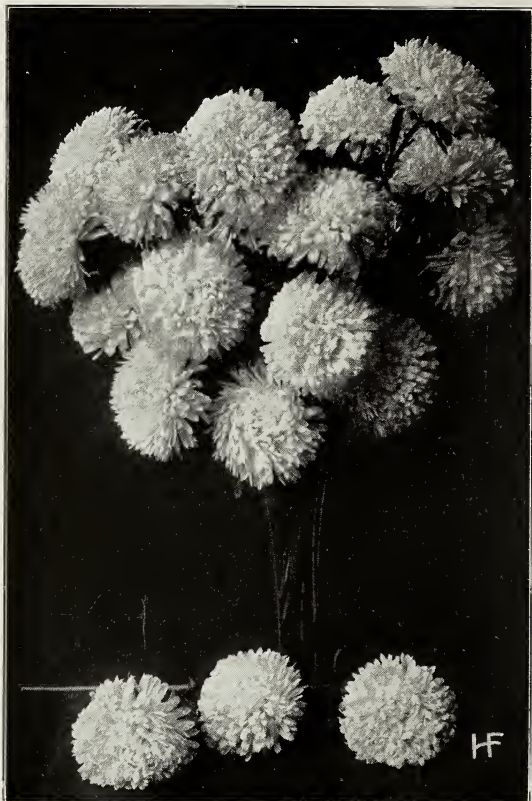
Size and Weight

A parcel post package may weigh from four ounces to fifty pounds for the first and second zones—with a twenty pound weight limit for the third and sixth zones.

Aster plants crated for shipment will usually weigh any where from four to ten pounds per 100 depending on the size of stock and manner of packing.

PARCEL POST RATES

Weight	Local Rate	1st and 2d Zones 50 to 150 miles	3d Zone 150 to 300 miles	4th Zone 300 to 600 miles	5th Zone 600 to 1000 miles	6th Zone 1000 to 1400 miles
1 pound	Local zone rate 5c for 1st lb, 1-2 cent for each additional pound up to 50.	1st and 2d zone rate, 5c for 1st lb and 1c for each additional lb up to 50.		\$.07	\$.08	\$0.09
2 pounds			\$.06	.11	.14	.17
3 pounds			.08	.15	.20	.25
4 pounds			.10	.19	.26	.33
5 pounds			.12	.23	.32	.41
6 pounds			.14	.27	.38	.49
7 pounds			.16	.31	.44	.57
8 pounds			.18	.35	.50	.65
9 pounds			.20	.39	.56	.73
10 pounds			.22	.43	.62	.81
11 pounds			.24	.47	.68	.89
12 pounds			.26	.51	.74	.97
13 pounds			.28	.55	.80	1.05
14 pounds			.30	.59	.86	1.13
15 pounds			.32	.63	.92	1.21
16 pounds			.34	.67	.98	1.29
17 pounds			.36	.71	1.04	1.37
18 pounds			.38	.75	1.10	1.45
19 pounds			.40	.79	1.16	1.53
20 pounds			.42	.83	1.22	1.61



Peerless Branching

REGARDING ILLUSTRATIONS

The photographs are made by our local photographer. No retouching is done, as any one will at once observe by close investigation. The flowers seen in these cuts average from 4 to 6 inches in diameter and a careful study of their perfect form and unusual quality will prove to you why the H. & F. Quality Asters are so popular in the Pacific Northwest.

Fine Cut Asters Furnished to the Trade

We are equipped to furnish the very best grade of cut asters, beginning late in July and continuing usually to a late date in September. Since 1904 we have made a specialty of asters for cutting. During this time, the poor quality of asters produced from seed sent us from various sources, has caused us to take up the work of aster seed growing as a protection against crop failures. As a result the H. & F. Quality asters have become well known to all the leading florists of the Pacific Northwest as first grade stock. While the sale of this high grade seed has greatly improved the quality of stock grown for the market and thereby materially lessened the demand for our cut asters, there still remains a good market and we are none the less prepared to handle your orders in season.

Long Shipments of Asters Made Possible

The installing of a semi-weekly refrigerator service by both the American and Wells-Fargo Express Companies between the Pacific and Atlantic Coasts, has made possible the shipment of asters to points far inland. Trial shipments of flowers the past season, demonstrated clearly that asters can be successfully shipped as far as Chicago, and by the use of our new ice box, florists throughout the Northwest will be able to secure these flowers in the very best of condition throughout the season.

Prices on Cut Asters

The prices for this stock range from one dollar to four dollars per one hundred depending on the quality of flower and supply of blooms which always becomes more plentiful as the season advances.

Asters to Chrysanthemums, (the cut flowers only)

To fill in after the asters are gone you should have some of our early blooming chrysanthemums, which are meeting with such general approval among the larger florists. The blooms will average in size and quality, with the late asters and usually come in sprays on good stems and substantially fill an actual need for low priced flowers during late September and early October.



Peerless Late Branching

Cultural Directions

FOR

COMMERCIAL GROWING OF ASTERS

The aster is conceded by florists of today, to be our most important out-door commercial flower as it can be had in the most useful colors and is found to be a splendid keeper with strong stems of good length. It comes at a season when the intense heat

makes indoor culture very unsatisfactory and at a time when the changing of soils for the benching of new crops materially lessens the supply of indoor stock.

These brief notes are intended for the grower whose aim is to produce a good quality of commercial asters for the florists use.

The growing of asters for market usually proves to be an excellent opportunity for profit if the seed planted is of the very best quality and the crop properly handled

Large flowers of good quality are always eagerly sought by the trade and the prices paid are usually very satisfactory.

Plants of such early varieties as Queen of the Market, Lavender Gem and Purity must be handled in such a manner as to produce strong plants before the buds begin to appear. (This same rule of course applies to all asters.) The best results can only be obtained by keeping the plants in a thrifty growing condition at all times.

SOWING SEED

For the early crop which should be planted in February, it will be safest to follow instructions given on page 8 under "Germination of Seed." Make sure that your drainage is good and see that your flats are evenly filled to within about one and one-half inches of the top and uniformly watered before planting seed. If not crowded for space plant seed in rows about two inches apart covering with fine sand and always water by setting flat in pan of water, never allowing any water to cover the surface of soil in flat. Do not water late in the day and always avoid sprinkling in dark weather.

Like many other seedlings, the young aster plants are subject to "damping off." Surface watering is very conducive to this trouble and another objection to surface watering is that it tends to form a crust which excludes the air and also makes it difficult for the tender sprouts to break through, and watering late in the day assists the fungus growth to get a start.

CONTINUOUS SUPPLY OF BLOOMS

To keep up a continuous supply of asters it is of course necessary to make successive plantings. The time will depend on the varieties used the average temperature and sunshine as well as the soil in which the crop is to be grown and can only be learned by experience. In this much will depend on the good judgment of the grower.

Unfortunately asters do not flourish in all soils and locations but this apparent failure may be

turned into success by carefully studying conditions.

In many localities aster seed can be sown in cold-frames and in some places in the open ground in seed beds after March fifteenth. It will be found beneficial to place four to six inches of coarse stable manure in the bottom of your cold-frame or seed bed as it makes drainage perfect and as the manure decays the growth of your plants is stimulated.

TRANSPLANTING

The seedling should be carefully moved to other boxes as soon as two or more true leaves have formed and should be set about two inches apart each way in order to get good strong plants. Frequent stirring of the surface of the soil promotes the growth of the plants and hinders the development of the stem-rot. If the plants become crowded a second transplanting should be carefully given, because, if for any reason aster plants are checked in their growth they are likely to form flower buds making further development of main plant very unlikely.

HARDENING

Plants grown in the greenhouse will be soft and tender and it is better when practical to place them where the cover can be removed on bright days and yet give them protection from frost until toughened by exposure which should not require more than two weeks. Keeping the soil a little dry for a few days before this exposure will give the plants a firmer texture contributing much toward a complete successful hardening.

PLANTING OUT

In setting early asters in the field no great skill is necessary only, remember that no plants root so well in mud as in soil just sufficiently moist.

The distance between plants may range anywhere from eight by fourteen to fifteen by thirty in, according to variety and method of cultivation. Never consider putting out plants for a crop of cut flowers until the ground is in good condition.

FERTILIZING THE SOIL

Asters thrive best in rich soil and owing to their short growing season, they will do better on land that has been heavily enriched the previous year, or on a plot in which a liberal coating of well-rotted manure has been thoroughly mixed after the plowing has been done.

The plowing under of four or five inches of coarse manure in the fall may seem like extravagance but this intensive culture if persisted in will result in great profit. If the manure can not be obtained and you are forced to depend on fertilizers from organic sources such as most dealers are able to supply, you should use 800 to 1000 lb per acre. Nitrate of soda and potash are also useful in growing the finest specimens of asters.

GREEN COVER CROPS

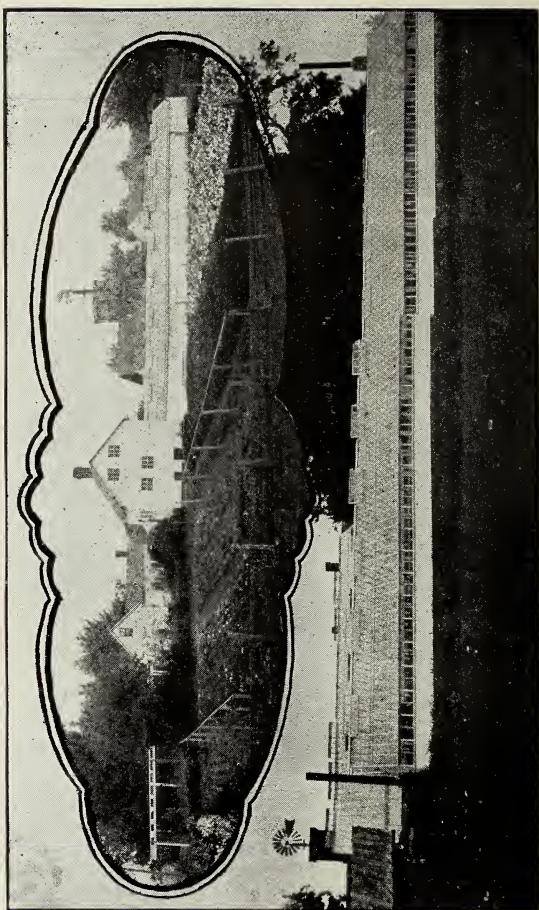
Rye and vetch sown in September are very beneficial in keeping up the supply of humus in the soil if well grown and turned under in the spring. The vetch also adds nitrogen to the soil in its best form.



Rochester Type

ASTER TROUBLES

Space in this little book will not admit of a complete description of all troubles encountered or definite advice and effective remedies for the same. In our location the Aster has not, as yet, been severely attacked by any pest although we have had some trouble from Aster beetle and Tarnish Bug, and one spring the cut worms played havoc with our early flowers. However at any time any of our customers want advice not found in this book it will be a pleasure to answer any question to the best of our ability.



Partial View of Our Plant



